

Colorado Premium Assistance

Colorado's HIAE-Funded Premium Wrap



CPA Structure

After the passage of HB25B-1006, the HIAE board voted to approve an on-Exchange subsidy that provides a “premium wrap” that:

- Helps APTC-eligible households 100-400% FPL
- Provides a flat-dollar amount of up to \$80 PM for the first household member and \$29 PMPM for subsequent household members with a premium

Colorado Premium Assistance Implementation Goals

What are our **user goals** for implementation?

1. Ensure **easy access** to financial assistance.
2. Combat loss aversion with **clear and reassuring messaging** about additional savings even if plan prices increase.
3. Be **empathetic** and **transparent** about how premium costs and reductions are calculated and why they are changing this year.
4. Build **trust** both in Colorado Premium Assistance (CPA) and the state.

CO Premium Assistance Implementation Features

Key Features:

1. No alteration or addition to information collected in the eligibility application
2. Eligibility determination for Colorado Premium Assistance alongside other financial assistance programs
3. Automatic application of Colorado Premium Assistance during shopping and plan selection
4. Application of Colorado Premium Assistance to renewal customers
5. Clear communication of eligibility and applied benefits to customers
6. Configurable system to manage program parameters and adapt to changes

Colorado Premium Assistance Preview

PREVIEW!

Note: Final designs may have some variations.